



COUNTY OF LOS ANGELES

**Public Health**

CYNTHIA A. HARDING, M.P.H.  
Interim Director

JE FFREY D. GUNZE NHAUSER, M.D., M.P.H.  
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May 31, 2016

The Honorable Board of Supervisors  
County of Los Angeles  
383 Kenneth Hahn Hall of Administration  
500 West Temple Street  
Los Angeles, California 90012

Dear Supervisors:



BOARD OF SUPERVISORS

Hilda L. Solis  
First District  
Mark Ridley-Thomas  
Second District  
Sheila Kuehl  
Third District  
Don Knabe  
Fourth District  
Michael D. Antonovich  
Fifth District

**ADOPTED**

BOARD OF SUPERVISORS  
COUNTY OF LOS ANGELES

35 May 31, 2016

LORI GLASGOW  
EXECUTIVE OFFICER

**APPROVAL TO EXECUTE AMENDMENT 3 TO MASTER AGREEMENT WORK ORDER NUMBER PH-001416-W18 WITH PUBLIC HEALTH FOUNDATION ENTERPRISES, INC. FOR THE PROVISION OF TEMPORARY PERSONNEL SERVICES TO SUPPORT THE EARLY CHILDHOOD OBESITY PREVENTION INITIATIVE EFFECTIVE JULY 1, 2016 THROUGH JUNE 30, 2017 (ALL SUPERVISORIAL DISTRICTS) (3 VOTES)**

**SUBJECT**

Request approval to execute Amendment 3 to Master Agreement Work Order Number PH-001416-W18 with Public Health Foundation Enterprises, Inc. to extend the term effective July 1, 2016 through June 30, 2017, for the provision of temporary personnel services to support the Department of Public Health Division of Chronic Disease and Injury Prevention's Early Childhood Obesity Prevention Initiative.

**IT IS RECOMMENDED THAT THE BOARD:**

Authorize and instruct the Interim Director of the Department of Public Health (DPH), or her designee, to execute an amendment, substantially similar to Exhibit I, to Master Agreement Work Order (MAWO) Number PH-001416-W18, with Public Health Foundation Enterprises, Inc. (PHFE), to extend the MAWO term for 12 months, effective July 1, 2016 through June 30, 2017, for the provision of temporary personnel services to support the DPH Division of Chronic Disease and Injury Prevention (DCDIP) Early Childhood Obesity Prevention Initiative (ECOPI), at a maximum obligation of \$1,450,271; fully offset by Los Angeles County Children and Families First – Proposition 10 Commission (First 5 LA) funds.

**PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION**

Approval of the recommendation will allow DPH to execute an amendment to MAWO Number PH-001416-W18 with PHFE to extend the term to fund 17 temporary personnel during the 12 month no cost extension of the First 5 LA grant award. The extension is needed to enable completion of all ECOPI grant deliverables. At the end of this term, there is no further grant funding available from First 5 LA to continue this initiative.

ECOPI is a community-based public education, skills-building, and environmental change project promoting physical activity and healthy eating among the nearly one million Los Angeles County children ages 0-5 and their families. ECOPI consists of three major interventions implemented County-wide: 1) Choose Health LA Kids, which is an intensive, community-based public education and skills-building campaign by to increase communities' capacities to promote healthy eating and active living practices; 2) Choose Health LA Moms, which provides nutrition, physical activity, and stress management resources offered through individual and organizational channels to support women's postpartum health; and 3) Reducing Obesity in Child Care Settings, which is aimed at improving nutrition and physical activity policies and practices in child care providers throughout Los Angeles County.

Completing First 5 LA grant award deliverables ensures that this investment in childhood obesity prevention is maximized. During this final term, temporary personnel under Choose Health LA Kids will provide technical support to subcontracted community agencies in the areas of nutrition education, skill building, and sustainability planning for ongoing community engagement. Further, temporary personnel under Choose Health LA Moms will update, maintain, and promote a website dedicated to postpartum women's health. This website was launched during this fiscal year and promotion during this final year is critical. The website provides women between births with accurate and culturally relevant nutrition and physical activity information.

The positions to be funded under the final year of the MAWO are: one Initiative Director, one Project Director, one Assistant Project Director, three Program Analysts for six months only, one Legal Policy Analyst, three Health Educators, one Office Manager, two Fiscal Analysts, one Research Analyst, one Communications Coordinator, one Communications Assistant, and one Graphic Artist.

### **Implementation of Strategic Plan Goals**

The recommended actions support Goal 2, Community Support and Responsiveness, and Goal 3, Integrated Services Delivery, of the County's Strategic Plan.

### **FISCAL IMPACT/FINANCING**

The maximum obligation for this MAWO Amendment is \$1,450,271; fully offset by First 5 LA grant funds. There is no net County cost associated with this action. Funding is included in DPH's fiscal year 2016-17 Recommended Budget.

### **FACTS AND PROVISIONS/LEGAL REQUIREMENTS**

On July 31, 2012, your Board: 1) authorized the Chief Executive Officer (CEO) to execute Contract Number 08379 with First 5 LA to accept \$87,300,000 in funds for program services, including \$41,200,000 for the Department of Public Health's (DPH) Reducing Childhood Obesity project (project), with a term ending June 30, 2016; and 2) delegated authority to the CEO to execute amendments to the contract to extend the term, at no additional cost, through June 30, 2017. On October 1, 2014, the CEO authorized the Interim Director of DPH, as his designee, to agree to minor

amendments to DPH sections of the contract.

On June 30, 2015, DPH notified your Board that First 5 LA issued an amendment to Contract Number 08379 to: 1) extend the term of the project for an additional 12 months, through June 30, 2017, with no additional funding awarded for the multiyear project; and 2) revise the multiyear scope of service and multiyear budget.

County Counsel has reviewed and approved Exhibit I as to use.

### **CONTRACTING PROCESS**

On November 18, 2014, your Board authorized the Interim Director of DPH to execute MAWO Number PH-001416-W18 with PHFE as a result of a Work Order Solicitation to fund 25 contract personnel to support ECOPI, effective January 1, 2015 through June 30, 2016 at a total maximum obligation of \$3,449,351.

On June 2, 2015, and January 11, 2016, change notices were issued to amend the MAWO to effect budget modifications for the period January 1, 2015 through June 30, 2015 and for the period July 1, 2015 through June 30, 2016, respectively.

### **IMPACT ON CURRENT SERVICES (OR PROJECTS)**

Approval of the recommended action will allow DPH to continue its efforts to prevent childhood obesity among Los Angeles County children under five years of age and their families.

Respectfully submitted,

A handwritten signature in black ink that reads "David Dijkstra". The signature is written in a cursive, flowing style.

David Dijkstra

Deputy Director, Operations Support Bureau

DD:vv

BL# 03576

Enclosures

c: Chief Executive Officer  
County Counsel  
Executive Officer, Board of Supervisors

Contract Number: PH-001416-W18

COUNTY OF LOS ANGELES / DEPARTMENT OF PUBLIC HEALTH

TEMPORARY PERSONNEL SERVICES  
MASTER AGREEMENT WORK ORDER

Amendment Number 3

THIS AMENDMENT is made and entered into this \_\_\_\_\_ day  
of \_\_\_\_\_, 2016,

by and between

COUNTY OF LOS ANGELES (hereafter  
"County"),

and

PUBLIC HEALTH FOUNDATION  
ENTERPRISES, INC. (hereafter  
"Contractor").

WHEREAS, on November 1, 2010, the County of Los Angeles and Public Health Foundation Enterprises, Inc. (PHFE) entered into Master Agreement Number PH-001416 to provide temporary personnel services for the Department of Public Health (DPH); and

WHEREAS, reference is made to Master Agreement Number PH-001416 and any amendments thereto (all referred to as "Master Agreement"), between County and Contractor; and

WHEREAS, on January 1, 2015, the County of Los Angeles and PHFE, entered into Master Agreement Work Order (MAWO) Number PH-001416-W18 to provide temporary personnel services for the Department of Public Health, Division of Chronic Disease and Injury Prevention; and

WHEREAS it is the intent of the parties hereto to amend the MAWO to extend its term through June 30, 2017 and make certain modifications to the MAWO; and

WHEREAS, Master Agreement provides that changes in accordance to Paragraph 8.1, Amendments may be made in the form of an Amendment which is formally approved and executed by the parties.

NOW, THEREFORE, the parties agree as follows:

1. This Amendment shall be effective July 1, 2016.
2. On the effective date of this Amendment, the following attachments shall be incorporated in the MAWO: Attachment A-1, Statement of Work (July 1, 2016 through June 30, 2017); B-1, Statement of Work – Goals and Objectives (July 1, 2016 through June 30, 2017); and Attachment C-III, Line Item Budget (July 1, 2016 through June 30, 2017).
3. Paragraph 1.0, APPLICABLE DOCUMENTS, is hereby amended to add Attachment A-1, Statement of Work, Attachment B-1, Statement of Work – Goals and Objectives, and Attachment C-III, Line Item Budget.
4. Paragraph 2.0, WORK, is hereby amended to read as follows:  
“Pursuant to the provisions of this work order, the Contractor shall fully perform, complete and deliver on time, all tasks, deliverables, services and other work as set forth in Attachments A, and A-1, Statements of Work, and Attachments B, and B-1, Statements of Work – Goals and Objectives, and shall constitute the complete and exclusive statement of understanding between the parties, which supersedes all previous agreements, written or oral, and all

communications between the parties relating to the subject matter of this work order.”

5. Paragraph 3.0, TERM OF MASTER AGREEMENT WORK ORDER, subparagraph 3.1, shall be revised to read as follows:

“3.1 The term of this MAWO shall commence January 1, 2015 and shall continue in full force and effect through June 30, 2017, unless sooner terminated or extended, in whole or in part, as provided in this MAWO.”

6. Paragraph 4.0, CONTRACT RATES - PERSONNEL, shall be revised to read as follows:

“Contractor shall provide the personnel in the specified job classifications at the specified rates in Attachments C-I, C-II, and C-III, Line Item Budgets. Contractor shall not add or replace specified personnel without prior written permission of the County Project Director or his designee.”

7. Paragraph 7.0, MAXIMUM TOTAL COST AND PAYMENT, subparagraphs 7.1, and 7.2, shall be revised to read as follows:

“7.1. The Maximum Total Cost that County will pay Contractor for all Services to be provided under this MAWO for ECOPI shall not exceed the amount of Four Million Eight Hundred Ninety-Nine Thousand Six Hundred Twenty-Two Dollars (\$4,899,622) comprised of Three Million Four Hundred Forty-Nine Thousand Three Hundred Fifty-One Dollars (\$3,449,351) for the period of performance commencing January 1, 2015 through June 30, 2016, and One Million Four Hundred Fifty Thousand Two Hundred Seventy-One Dollars (\$1,450,271) for the extended period of July 1, 2016 through June 30, 2017, as

detailed in Attachment C-III, Line Item Budget, unless otherwise revised or amended under the terms of this MAWO.

7.2 County agrees to compensate Contractor in accordance with the payment structure set forth in Attachments C-I, C-II, and C-III, Line Item Budgets attached hereto and incorporated herein by reference.”

7.3 Contractor shall satisfactorily perform and complete all required Services in accordance with Attachments A, and A-1, Statements of Work, notwithstanding the fact that total payment from County shall not exceed the Total Maximum Amount. Performance of services as used in this Paragraph includes time spent performing any of the service activities designated in the Attachment(s) including, but not limited to, any time spent on the preparation for such activities.”

8. Except for the changes set forth hereinabove, Master Agreement or MAWO shall not be changed in any respect by this Amendment.

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WITNESS WHEREOF, the Board of Supervisors of the County of Los Angeles has caused this Amendment to be subscribed by its Director of Public Health and Contractor has caused this Amendment to be subscribed in its behalf by its duly authorized officer, the day, month, and year first above written.

COUNTY OF LOS ANGELES

By \_\_\_\_\_  
DAVID DIJKSTRA  
Deputy Director, Operations Support Bureau

PUBLIC HEALTH FOUNDATION  
ENTERPRISES, INC.  
\_\_\_\_\_  
Contractor

By \_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

Title \_\_\_\_\_  
(AFFIX CORPORATE SEAL)

APPROVED AS TO FORM  
BY THE OFFICE OF THE COUNTY COUNSEL  
MARY C. WICKHAM  
County Counsel

APPROVED AS TO CONTRACT  
ADMINISTRATION:

Department of Public Health

By \_\_\_\_\_  
Patricia Gibson, Chief  
Contracts and Grants Division

**LOS ANGELES COUNTY – DEPARTMENT OF PUBLIC HEALTH  
STATEMENT OF WORK  
EARLY CHILDHOOD OBESITY  
PREVENTIION INITIATIVE**

**1.0 DESCRIPTION OF SERVICES**

- 1.1 Contractor and Contractor's personnel providing services under this Master Agreement Work Order (MAWO), acknowledge they are to be used on a temporary or time-limited basis. Contractor's assigned personnel are subject to the benefits, discipline, termination, salaries, and all other personnel provisions, as applicable, of the Contracting agency. Additionally, the Department of Public Health (DPH) may terminate the use of any of the Contractor's assigned temporary personnel immediately, when it is determined by the Director of DPH, or his/her designee, that it would be in the best interest of DPH and/or the County to do so.
- 1.2 The purpose of this project is to hire 17 temporary staff positions for the Early Childhood Obesity Prevention Initiative (ECOPI) project to fulfill the grant requirements associated with a community-based public education, skills-building, and environmental change project promoting physical activity and healthy eating among the nearly one million Los Angeles County children ages 0-5 and their families.

**2.0 PROJECT TERM**

The term of the ECOPI MAWO amendment shall commence July 1, 2016 through June 30, 2017, unless sooner terminated or extended, in whole or in part, as provided in the MAWO.

**3.0 COMPENSATION**

- 3.1 County agrees to compensate Contractor on a cost reimbursement basis as described in the Master Agreement, Paragraph 5.6, COST REIMBURSEMENT.
- 3.2 Contractor shall provide the personnel in the specified job classifications at the specified rates submitted in response to the WOS, Attachment C-III, Line Item Budget. Contractor shall not add or replace specified personnel without the prior written permission of the County Project Director or his designee.

**4.0 QUALITY ASSURANCE PLAN**

- 4.1 The County will evaluate the Contractor's performance under this MAWO using the quality assurance procedures as defined in the Master Agreement, Paragraph 8.15, COUNTY'S QUALITY ASSURANCE PLAN.
- 4.2 The County will evaluate Contractor's personnel performance under the resultant MAWO using the measures defined in Attachment B-1, Statement of Work – Goals and Objectives.

LOS ANGELES COUNTY – DEPARTMENT OF PUBLIC HEALTH  
STATEMENT OF WORK  
EARLY CHILDHOOD OBESITY  
PREVENTIION INITIATIVE

**5.0 RESPONSIBILITIES**

5.1 COUNTY

The County will administer the Contract according to Paragraph 6.0, ADMINISTRATION OF MASTER AGREEMENT - COUNTY.

5.2 CONTRACTOR

5.2.1 The Contractor will administer the Contract according to Master Agreement, Paragraph 7.0, ADMINISTRATION OF MASTER AGREEMENT – CONTRACTOR.

5.2.2 Pursuant to Master Agreement, Paragraph 7.5, BACKGROUND AND SECURITY INVESTIGATIONS, Contractor shall ensure that staff performing services under this MAWO shall undergo and pass a background and security investigation to the satisfaction of the County prior to hire and as a condition of continuing to perform services under this work order.

**6.0 SPECIFIC DESCRIPTION OF SERVICES - TEMPORARY PERSONNEL**

In order for DPH's Division of Chronic Disease and Injury Prevention (DCDIP) to meet project goals and objectives, Contractor's assigned temporary personnel must meet all the minimum qualifications as a condition of beginning and continuing work throughout the Project term.

In addition to the terms and conditions specified in Master Agreement, Paragraph 7.3, APPROVAL OF CONTRACTOR'S STAFF, Contractor must provide County with appropriate documentation (e.g., copies of all required certificates, insurance, background/medical clearances, etc.) for the assigned temporary personnel which clearly demonstrates that the minimum requirements specified in the MAWO have been satisfied prior to beginning and continuing services under the resultant MAWO. Such documentation shall include, if applicable, any of the specified desirable qualifications.

**6.1. Initiative Director (1.0 FTE)**

Under the direction of the DPH DCDIP Chief of Communications Chief of Programs and Policy, the Initiative Director will be responsible for ensuring all activities related to ECOPI are implemented to achieve the overarching objectives. This position provides programmatic, fiscal, and contractual oversight of the \$41 million dollar First 5 LA grant, including providing vision, technical assistance, and service standards to complete the scope of work for all project arms.

6.1.1 The duties of the Initiative Director include, but are not limited to:

- a. Supervise Initiative staff including orientation, training, development, evaluation, reviewing work for thoroughness, and soundness of

LOS ANGELES COUNTY – DEPARTMENT OF PUBLIC HEALTH  
STATEMENT OF WORK  
EARLY CHILDHOOD OBESITY  
PREVENTIION INITIATIVE

recommendations, and maintaining compliance with applicable standards, policies, procedures, and regulations;

- b. Oversee and monitor all subcontracts and consultant activities, including reviewing and approving activity reports and invoices;
- c. Direct the maintenance of a Steering Committee of key leaders to advise the Initiative;
- d. Supervise communications with the media and other organizations;
- e. Provide vision and oversight of project arms, including Choose Health LA Kids, Choose Health LA Moms, and Choose Health LA Child Care,
- f. Function as the primary contact to First 5 LA program officers and related staff;
- g. Ensure all programmatic and fiscal reporting documentation required by the County and First 5 LA is completed and submitted;
- h. Represent the Initiative at local, state, and national meetings to share best practices and offer local insight to improve initiative outcomes; and
- i. Other duties as assigned by the Chief of Programs and Policy.

6.1.2 Minimum Qualifications:

- A minimum of four (4) years of senior management leadership in public health or in a related field;
- One year of highly responsible and complex administrative staff experience; and
- Valid California driver's license, proof of vehicle insurance, and/or ability to secure timely transportation for off-site travel to a variety of community sites throughout the region.

6.1.3 Desirable Qualifications:

- Content expertise in nutrition and physical activity promotion;
- Content expertise in early-childhood development, programs, resources and relationships with key, local stakeholders;
- Experience in program planning, evaluation, and grant management;
- Ability to make effective presentations to both professional groups and the public;
- Excellent oral and written communication skills;

**LOS ANGELES COUNTY – DEPARTMENT OF PUBLIC HEALTH  
STATEMENT OF WORK  
EARLY CHILDHOOD OBESITY  
PREVENTIION INITIATIVE**

- Computer literate and skilled in use of Microsoft (MS) Windows-based programs, including MS Office (Word, Excel, PowerPoint);
- Strong organizational skills, initiative and follow-through; and
- Ability to train, motivate, and guide staff.

**6.2 Project Director (1.0 FTE)**

Under the direction of the Initiative Director, the Project Director will be responsible for ensuring all activities related to the Choose Health LA Kids arm of the Project are implemented to achieve the overarching objectives to complete the scope of work. This position provides programmatic, fiscal, and contractual oversight of the Choose Health LA Kids arm of the Project.

6.2.1 The duties of the Project Director include, but are not limited to:

- a. Supervise Project staff including orientation, training, development, evaluation, reviewing work for thoroughness, and soundness of recommendations, and maintaining compliance with applicable standards, policies, procedures, and regulations;
- b. Guide the nutrition and physical activity community education and outreach activities among the Project funded partners;
- c. Oversee and monitor all subcontracts and consultant activities, including the implementation of partners' scopes of work, and progress toward project goals, and reviewing and approving activity reports and invoices;
- d. Work with key programs within the division of DCDIP and other units in DPH to leverage and build upon existing efforts;
- e. Plan and convene key workshops, coalitions, and partnerships;
- f. Direct the establishment and maintenance of an Advisory Committee of key leaders to advise the Project;
- g. Supervise communications with the media and other organizations;
- h. Direct the preparation and submission of Project reports for First 5 LA and ensure all programmatic and fiscal reporting documentation required by the County and First 5 LA is completed and submitted;
- i. Represent the Project at local, state, and national meetings to share best practices and offer local insight to improve initiative outcomes; and
- j. Other duties as assigned by Initiative Director.

LOS ANGELES COUNTY – DEPARTMENT OF PUBLIC HEALTH  
STATEMENT OF WORK  
EARLY CHILDHOOD OBESITY  
PREVENTIION INITIATIVE

6.2.2 Minimum Qualifications

- A minimum of four (4) years of senior management leadership in public health or in a related field;
- One year of highly responsible and complex administrative staff experience; and
- Valid California driver's license, proof of vehicle insurance, and reliable transportation or ability to secure timely transportation for travel to a variety of sites throughout Los Angeles County.

6.2.3 Desirable Qualifications:

- Experience in program planning, evaluation, and grant management;
- Excellent networking and communication skills;
- Content expertise in nutrition and physical activity promotion;
- Content expertise in early-childhood development, programs, resources and relationships with key, local stakeholders;
- Ability to make effective presentations to both professional groups and the public;
- Knowledge of the health care system environment and restaurant industry;
- Understanding of marketing principles and traditional and social marketing practices;
- Computer literate and skilled in use of MS Windows-based programs, including MS Office (Word, Excel, PowerPoint);
- Strong organizational skills, initiative and follow-through;
- Ability to train, motivate, and guide staff;
- Ability to act with judgment, confidence, and personal initiative, and work in a fast-paced and highly visible work environment; and
- Team player with strong interpersonal skills and a commitment to internal and external relationship building.

**6.3 Assistant Project Director (1.0 FTE)**

Under the direction of the Project Director, the Assistant Project Director will be responsible for assisting the Project Director by providing oversight and direction related to special projects under the community settings initiative.

6.3.1 The duties of the Assistant Project Director include, but are not limited to:

- a. Assist the Project Director substantially and effectively by providing oversight and direction related to special projects that support the community settings objectives, including areas of community

**LOS ANGELES COUNTY – DEPARTMENT OF PUBLIC HEALTH  
STATEMENT OF WORK  
EARLY CHILDHOOD OBESITY  
PREVENTIION INITIATIVE**

involvement, outreach efforts, partnership development, and grant management;

- b. Supervise a subset of Project staff including orientation, training, development, evaluation, reviewing work for thoroughness, and soundness of recommendations, and maintaining compliance with applicable standards, policies, procedures, and regulations;
- c. Interact with community agencies, County, and SPA staff in the representation and development of strategic goals;
- d. Contribute to the preparation of reports, briefings, presentations, and responses on strategic issues, as appropriate;
- e. Participate with the Project Director and other senior staff in strategic planning, program development, and problem resolution of complex issues and needs;
- f. Attend high-level agency meetings, and attend and preside over other meetings as assigned by the Project Director;
- g. Collaborate, coordinate, and communicate with key programs within the DCDIP, other units in DPH, and other County departments (e.g. DCFS);
- h. Oversee special project on reducing marketing of unhealthy food and beverages to children, including development of commissioned reports, strategies for distribution, and efforts of funded partners working to adopt food policies in cities that increase access to healthy food and beverage options, etc.;
- i. Assist in communicating findings from commissioned reports to policymakers, government officials, and community organizations.; and
- j. Other duties as assigned by Project Director.

**6.3.2 Minimum Qualifications**

- Four (4) years of experience in a staff capacity analyzing and making recommendations for the solution of problems of organization, program, procedure, budget, or personnel; and
- Valid California driver's license, proof of vehicle insurance, and reliable transportation or ability to secure timely transportation for travel to a variety of sites throughout Los Angeles County.

**6.3.3 Desirable Qualifications:**

- Experience working in a government agency;

**LOS ANGELES COUNTY – DEPARTMENT OF PUBLIC HEALTH  
STATEMENT OF WORK  
EARLY CHILDHOOD OBESITY  
PREVENTIION INITIATIVE**

- Content expertise in nutrition and physical activity promotion;
- Content expertise in early-childhood development, programs, resources and relationships with key, local stakeholders;
- Excellent written and oral communication skills;
- Computer literate and skilled in use of MS Windows-based programs, including MS Office (Word, Excel, PowerPoint);
- Strong organizational skills, initiative and follow-through;
- Ability to train, motivate, and guide staff;
- Ability to act with judgment, confidence, and personal initiative, and work in a fast-paced and highly visible work environment; and
- Team player with strong interpersonal skills and a commitment to internal and external relationship building.

**6.4 Program Analyst (3.0 FTE)**

Under the direction of the Project Director, the Program Analyst will manage the subcontractors funded under the Project. The Program Analyst will be responsible for assisting in the management of various Project community settings initiative activities including completing monthly reports. These positions will serve as technical experts, management consultants, and liaisons to subcontractors working towards accomplishing Project programmatic goals. These positions will coordinate collaborative efforts with funded partners, including convening and facilitating meetings, developing and implementing action plans, ensuring that project milestones are met, and working with key programs within DCDIP and other units in DPH.

6.4.1 The duties of the Program Analyst include, but are not limited to:

- a. Help to guide the nutrition and physical activity community education and outreach activities among Project funded partners;
- b. Work with partners to develop and implement scopes of work, and ensure progress toward project goals (including dissemination of toolkits, conducting parent trainings, enrollment of grocery stores and restaurants, etc.);
- c. Coordinate and facilitate collaborative efforts among public, private, and non-profit groups and organizations to meet the needs of the Project;
- d. Assist staff in convening key workshops, coalitions and partnerships including the Steering Committee;
- e. Assess data needs and provide local health data to First 5 LA funded partners;

LOS ANGELES COUNTY – DEPARTMENT OF PUBLIC HEALTH  
STATEMENT OF WORK  
EARLY CHILDHOOD OBESITY  
PREVENTIION INITIATIVE

- f. Develop resources and provide technical assistance to enhance collaboration with partners;
- g. Work with partners to identify technical assistance needs and ensure that needs are met; and
- h. Conduct other duties as assigned by Initiative Director and Project Director.

6.4.2 Minimum Qualifications

- A Bachelor's Degree from an accredited college or university in a discipline related to the core business function of DPH;
- Four (4) years of experience in the analysis of mental health or public health programs; A Master's Degree from an accredited college or university in a discipline related to the core business function of DPH may be substituted for one year of the required experience; and
- Valid California driver's license, proof of vehicle insurance, and reliable transportation or ability to secure timely transportation for travel to a variety of sites throughout Los Angeles County.

6.4.3 Desirable Qualifications:

- Ability to make effective presentations to both professional groups and the public;
- Ability to work independently and within a team environment to manage multiple work tasks in a timely manner;
- Excellent oral and written communication skills;
- Content expertise in nutrition and physical activity promotion;
- Content expertise in early-childhood development, programs, resources and relationships with key, local stakeholders;
- Computer literate and skilled in use of MS Windows-based programs, including MS Office (Word, Excel, PowerPoint)
- Experience with contract management a plus; and
- Team player with strong interpersonal skills and a commitment to internal and external relationship building.

**6.5 Legal Policy Analyst (1.0 FTE)**

Under the direction of the Assistant Project Director, the Legal Policy Analyst will be responsible for providing guidance and implementation of efforts to decrease the promotion and marketing of unhealthy foods and beverages to children ages 0 to 5.

- 6.5.1 The duties of the Legal Policy Analyst include, but are not limited to:

LOS ANGELES COUNTY – DEPARTMENT OF PUBLIC HEALTH  
STATEMENT OF WORK  
EARLY CHILDHOOD OBESITY  
PREVENTIION INITIATIVE

- a. Work with contractor to identify legal and policy strategies to reduce marketing of unhealthy foods and beverages;
- b. Direct the development of a commissioned report on these strategies and outreach plan to policymakers, government officials, and community organizations;
- c. Oversee efforts of funded partners working to adopt food policies in cities that increase access to healthy food and beverage options;
- d. Provide guidance on development, implementation, administration, and evaluation of a voluntary public recognition program to encourage restaurants to adopt and promote healthful menu items; and
- e. Other duties as assigned by Assistant Project Director.

6.5.2 Minimum Qualifications

- A Bachelor's Degree from an accredited college or university in a discipline related to the core business function of DPH;
- Four (4) years of experience in the analysis of mental health or public health programs; A Master's Degree from an accredited college or university in a discipline related to the core business function of DPH may be substituted for one year of the required experience; and
- Valid California driver's license, proof of vehicle insurance, and reliable transportation or ability to secure timely transportation for travel to a variety of sites throughout Los Angeles County.

6.5.3 Desirable Qualifications

- Content expertise in public health practice and California local government;
- Experience in program planning, evaluation, and grant management;
- Content expertise in food systems and built environment improvement strategies;
- Ability to make effective presentations to both professional groups and the public;
- Ability to work independently and within a team environment and manage multiple work tasks in a timely manner;
- Excellent oral and written communication skills; and
- Computer literate and skilled in use of MS Windows-based programs, including MS Office (Word, Excel, PowerPoint).

LOS ANGELES COUNTY – DEPARTMENT OF PUBLIC HEALTH  
STATEMENT OF WORK  
EARLY CHILDHOOD OBESITY  
PREVENTIION INITIATIVE

**6.6 Health Educator (3.0 FTE)**

Under the direction of the DPH MCAH Choose Health LA Moms Project Manager, the Health Educator will be responsible for outreach, implementation, and support of the program to reduce obesity among postpartum women. They will recruit and train community partners to promote and implement the program in their communities. Health Educators will work with staff to pilot the program with postpartum women and develop recommendations for improvement. They will develop resources for program participants, monitor and develop social media content, and coordinate activities with the other components of ECOPI/CHLA Moms.

6.6.1 The duties of the Health Educator include, but are not limited to:

- a. Meet and contact public and private agencies, community organizations, businesses, women's support groups, hospitals, health plans, and professional medical groups that support postpartum women and their families to gain their commitment and support in promoting the CHLAMoms program;
- b. Implement the CHLAMoms program in the community by conducting presentations and trainings; disseminating educational and recruitment materials; and organizing and assisting with implementing outreach events at health fairs, community centers, and other venues;
- c. Provide expertise in health education methods at Comprehensive Perinatal Services Program (CPSP) trainings by presenting information on the CHLAMoms program and distributing educational and recruitment materials to CPSP staff for their clientele;
- d. Provide phone and email support to CHLAMoms participants to provide encouragement, technical support, solicit feedback for program improvement, and answer questions;
- e. Support a six month pilot of the CHLAMoms curriculum by providing guidance and technical support to participants; evaluate the impact on participants' knowledge, attitudes, and behaviors using appropriate data collection methods such as focus groups, pre- and post-tests, and questionnaires; develop summary reports and communicate findings for program improvement to lead staff;
- f. Conduct Internet searches to update existing resource guide of community, web-based, and other resources that support postpartum weight management. Identify new resources within Los Angeles County Service Planning Areas (SPAs) on an on-going basis;
- g. Conduct professional literature reviews and prepare summaries;
- h. Update resource links on CHLAMoms web portal;
- i. Monitor and develop content for Facebook and Twitter accounts;

LOS ANGELES COUNTY – DEPARTMENT OF PUBLIC HEALTH  
STATEMENT OF WORK  
EARLY CHILDHOOD OBESITY  
PREVENTIION INITIATIVE

- j. Develop text messages that reinforce program messaging; and
- k. Other duties as assigned by the DPH MCAH Choose Health LA Moms Project Manager.

6.6.2 Minimum Qualifications

- A Master's degree from a program of study accredited by the Council on Education for Public Health with specialization in Public Health Education, Community Health Education, or equivalent; and
- Valid California driver's license, proof of vehicle insurance, and reliable transportation or ability to secure timely transportation for travel to a variety of sites throughout Los Angeles County.

6.6.3 Desirable Qualifications

- Ability to speak and read Spanish or other foreign language fluently;
- A minimum of two (2) years' experience planning, implementing, coordinating, and evaluating community health education programs;
- Knowledge of the combined impact of nutrition, physical activity, and stress on weight management;
- Excellent oral and written communication skills;
- Excellent interpersonal skills and the ability to work as part of an integral, dynamic team;
- Ability to work independently, think critically, possess excellent time management skills, and multitask;
- Comfortable speaking before groups and working with the public in a variety of settings including but not limited to meetings, professional conferences, and clinical settings such as hospitals and community clinics; and
- Proficient in MO (Word, Excel or Access, PowerPoint, and Publisher), texting, use of the Internet and social media including Facebook and Twitter.

**6.7 Office Manager (1.0 FTE)**

The Office Manager will be responsible for providing secretarial support to the Initiative Director and supporting the administrative needs of the Project's community settings initiative, as well as other project components, as needed. This position is responsible for the day-to-day administrative operation of the project.

6.7.1 The duties of the Office Manager include, but are not limited to:

- a. Perform general administrative duties such as scheduling and supporting events and preparing travel and mileage claims and purchasing requests;

**LOS ANGELES COUNTY – DEPARTMENT OF PUBLIC HEALTH  
STATEMENT OF WORK  
EARLY CHILDHOOD OBESITY  
PREVENTIION INITIATIVE**

- b. Assist with data collection and management and entry of surveys;
- c. Assist with preparation of materials, reports, and/or presentations;
- d. Develop communications and disseminate information to community partners through a variety of communication channels including developing web-based communications and email updates and assisting in teleconference and in-person meetings;
- e. Maintain important records and demonstrate interpersonal communication, planning, and organizational skills;
- f. Streamline procedures and create effective administrative systems;
- g. Manage multiple project demands and deadlines; and
- h. Other duties as assigned by Initiative Director.

**6.7.2 Minimum Qualifications**

- One year of highly responsible secretarial experience providing assistance to executive level staff and managing special projects or assignments; OR three (3) years of experience providing secretarial support to supervisors overseeing a unit or program; and
- Valid California driver's license, proof of vehicle insurance, and reliable transportation or ability to secure timely transportation for travel to a variety of sites throughout Los Angeles County.

**6.7.3 Desirable Qualifications**

- Ability to work collaboratively with multidisciplinary professional, and partners both internally and externally;
- Ability to work in a professional manner and to maintain confidentiality and security of documents and information; and
- Computer literate and skilled in use of MS Windows-based programs, including MS Office (Word, Excel, PowerPoint).

**6.8 Fiscal Analyst (2.0 FTE)**

Under the direction of the DPH DCDIP Finance Manager, the Fiscal Analysts will provide a full range of administrative and fiscal support and independently analyze and make recommendations for the solution of highly complex management problems in the areas of organization, systems and procedures, and budget. These positions analyze and make recommendations to troubleshoot a variety of operational and administrative problems related to contractor invoicing and

LOS ANGELES COUNTY – DEPARTMENT OF PUBLIC HEALTH  
STATEMENT OF WORK  
EARLY CHILDHOOD OBESITY  
PREVENTIION INITIATIVE

purchasing processes, especially protocols with significant consequences in terms of cost and efficiency.

6.8.1 The duties of the Fiscal Analyst include, but are not limited to:

- a. Assist in developing guidelines, standards and procedures for the evaluation of the Project community setting's contracts and for fiscal and administrative processes for initiative;
- b. Participate in ongoing contract monitoring of all contracts and ensure that contractors are in compliance with contractual goals;
- c. Support yearly auditing of contracts to ensure that contractors have required policies and procedures in place;
- d. Assist in reviewing budgets and budget modifications, ensure that expenditures are tracked and invoices are paid, and maintain communication with DCDIP and DPH Finance Units;
- e. Help to prepares monthly and quarterly reports to funding agency (programmatic and fiscal); collect contractor data and prepare data spreadsheets; and summarize progress to date; and
- f. Other duties as assigned by DPH DCDIP Finance Manager.

6.8.2 Minimum Qualifications

- A Bachelor's degree from an accredited college or university;
- Three (3) years of experience in a staff capacity analyzing and making recommendations for the solution of problems of organization, systems and procedures, program, budget, or personnel, - one (1) year of which must have been analyzing, evaluating, preparing, and making recommendations for the solution of budgetary problems of a grant or a major segment of the budget of a large-sized project;
- Two (2) years of experience in managing assigned contracts including monitoring expenditures to ensure budgetary compliance, reviewing budget modifications, ensuring both accuracy and compliance with reporting data requirements, and approving invoices; and
- Valid California driver's license, proof of vehicle insurance, and reliable transportation or ability to secure timely transportation for travel to a variety of sites throughout Los Angeles County.

6.8.3 Desirable Qualifications

- Ability to type, proof, and prepare correspondence with minimal supervision;
- Experience managing multiple project demands and deadlines;

LOS ANGELES COUNTY – DEPARTMENT OF PUBLIC HEALTH  
STATEMENT OF WORK  
EARLY CHILDHOOD OBESITY  
PREVENTIION INITIATIVE

- Computer literate and skilled in use of MS Windows-based programs including MS Office (Word, Excel, PowerPoint);
- Ability to work in a professional manner, with courtesy and tact, and maintain confidentiality and security of documents and information; and
- Ability to work collaboratively with multidisciplinary professionals and partners both internally and externally.

**6.9 Research Analyst (1.0 FTE)**

Under the direction of the Initiative Director, the Research Analyst will be responsible for supporting the program evaluation activities under the Project's community setting initiative including the development of qualitative and quantitative instruments; conducting data collection, analysis, and logic modeling activities; and selecting achievable process and outcome measures.

6.9.1 The duties of the Research Analyst include, but are not limited to:

- a. Assist the evaluation team on the development and implementation of relevant study designs and projects, and support data collection efforts or activities for the Project;
- b. Perform research and evaluation duties, including but not limited to data entry, cleaning, management, and analysis;
- c. Provide support to evaluation studies of chronic disease, nutrition, and health conditions related to children ages 0-5;
- d. Perform the management and tabulation of large datasets from MS Access databases for use in Statistical Analysis System (SAS) and ArcView Geographic Information System (GIS);
- e. Help maintain inventory of computer equipment and software licenses;
- f. Provide support to the preparation of scientific manuscripts, conference abstracts, and web-based reports documenting original program evaluation findings;
- g. Contribute to grant development and project design in terms of literature search, data collection, power calculations, editing, tabulation, and data analysis;
- h. Represent the CDIP at clinical meetings and educate community stakeholders, collaborators, and health professionals about epidemiologic trends and research/evaluation resources related to First 5 LA subject matters;

LOS ANGELES COUNTY – DEPARTMENT OF PUBLIC HEALTH  
STATEMENT OF WORK  
EARLY CHILDHOOD OBESITY  
PREVENTIION INITIATIVE

- i. Support efforts to gain visibility, leverage additional funding, replicate successful models, and support sustainability; and
- j. Other duties as assigned by the Implementation Scientist.

6.9.2 Minimum Qualifications

- A Master's degree in a field of behavioral, public policy, health policy, public health, social sciences or equivalent, and one (1) year post master's research experience - OR - a Bachelor's degree in a field of the behavioral, public policy, health policy, public health, social sciences, or equivalent, and any combination of relevant education and/or experience totaling three (3) years;
- Excellent communication and writing skills (writing samples may be requested);
- Experience in Statistical Analysis System (SAS), Stata, and other statistical software programming;
- Experience in ArcView Geographic Information System (GIS)/mapping; and
- Valid California driver's license, proof of vehicle insurance, and reliable transportation or ability to secure timely transportation for travel to a variety of sites throughout Los Angeles County.

6.9.3 Desirable Qualifications

- Experience in mixed methods (qualitative as well as quantitative designs);
- Experience in data entry, cleaning, and management of complex data; and
- Experience in data analysis.

**6.10 Communications Coordinator (1.0 FTE)**

Under the direction of the DPH DCDIP Chief of Communications, the Communications Coordinator will be responsible for overseeing the Project's media/communications scope of work that includes the day-to-day management of a media firm's scope of work and the monitoring of the grant communications deliverables for the Project.

6.10.1 The duties of the Communications Coordinator include, but are not limited to:

- a. Develop a strategic communications plan for grant deliverables, including a project management timeline;

**LOS ANGELES COUNTY – DEPARTMENT OF PUBLIC HEALTH  
STATEMENT OF WORK  
EARLY CHILDHOOD OBESITY  
PREVENTIION INITIATIVE**

- b. Manage the day-to-day work product timelines and deliverables with the media firm;
- c. Collaborate with First 5 LA, Los Angeles County, a media firm, and subcontracted agencies to develop, implement, and maintain a culturally-appropriate Countywide public education media;
- d. Work closely with Division and Project management to respond to requests for information from the media regarding the Project;
- e. Review and approve grant materials pertaining to branding;
- f. Direct the dissemination of messages through traditional and non-traditional media channels, and contribute content to the Choose Health LA website and coordinating social media outlets;
- g. Assemble, coordinate, and produce monthly e-newsletter for internal and external audiences;
- h. Prepare regular reports on the progress of the grant communications deliverables for First 5 LA, DPH, and other partners;
- i. Evaluate the overall effectiveness of the grant’s media program efforts; and
- j. Other duties as assigned by the DPH DCDIP Chief of Communications.

6.10.2 Minimum Qualifications

- A Bachelor's Degree from an accredited college or university in a discipline related to the core business function of DPH;
- Five (5) to seven (7) years of experience in communications program planning, health communications program planning, public relations, media relations, media advocacy, or other marketing or advertising background; and
- Valid California driver’s license, proof of vehicle insurance and reliable transportation or ability to secure timely transportation for off-site travel to a variety of community sites throughout the region.

6.10.3 Desirable Qualifications

- Experience managing large-scale media projects;
- Experience working in public health, government agency, or non-profit organization;
- Experience working on grant-funded projects;

LOS ANGELES COUNTY – DEPARTMENT OF PUBLIC HEALTH  
STATEMENT OF WORK  
EARLY CHILDHOOD OBESITY  
PREVENTIION INITIATIVE

- Ability to act with judgment, confidence and personal initiative and to work in a fast-paced and highly visible work environment;
- Computer literate and skilled in use of MS Windows-based programs, including MS Office (Word, Excel, PowerPoint, Access) and experience with Adobe Design Suite (InDesign, Illustrator, Photoshop) experience a plus; and
- Bilingual (English/Spanish).

**6.12 Communications Assistant (1.0 FTE)**

The Communications Assistant will be responsible for supporting the grant communications objectives and supporting the DPH DCDIP Chief of Communications in the day-to-day oversight of grant print and graphics projects. Additionally, the Communications Assistant will manage social media and website updates in a timely manner to increase awareness of DPH's obesity prevention efforts.

6.11.1 The duties of the Communications Assistant include, but are not limited to:

- a. Support the development and implementation of a Countywide culturally-appropriate public education media campaign;
- b. Confer with Program Analysts to identify trends and key group interests and concerns affecting the 0-5 target population;
- c. Develop a social media calendar and website content to disseminate key project messages;
- d. Assemble and coordinate production of publications/marketing materials for internal and external audiences;
- e. Assist in the development of monthly e-newsletters content;
- f. Provide technical assistance on media and communications efforts to Project staff;
- g. Assist in preparing reports for First 5 LA, DPH, and other partners;
- h. Prepare and communicate updates and project findings to key stakeholders;
- i. Monitor media efforts (earned and paid media) and evaluate the effectiveness of social media tools utilized throughout the grant; and
- j. Other duties as assigned by the DPH DCDIP Chief of Communications.

LOS ANGELES COUNTY – DEPARTMENT OF PUBLIC HEALTH  
STATEMENT OF WORK  
EARLY CHILDHOOD OBESITY  
PREVENTIION INITIATIVE

6.11.2 Minimum Qualifications

- A Bachelor's Degree from an accredited college or university in a discipline related to the core business function of DPH;
- Two years of experience in the field of health communications, communications program planning, public relations, media relations, or media advocacy either in a staff or volunteer/intern position; and
- Valid California driver's license, proof of vehicle insurance, and reliable transportation or ability to secure timely transportation for travel to a variety of sites throughout Los Angeles County.

6.11.3 Desirable Qualifications

- Excellent writing, editing, proofing and overall communication skills;
- Knowledge of media production, communication and dissemination tactics and methods;
- Strong interpersonal skills and a commitment to relationship-building, both internally and externally;
- Ability to act with judgment, confidence and personal initiative; and be able to work in a fast-paced and highly visible work environment;
- Experience working in public health, government agency, non-profit organization;
- Computer literate and skilled in use of MS Windows-based programs, including MS Office (Word, Excel, PowerPoint, Access) and experience with Adobe Design Suite (InDesign, Illustrator, Photoshop); and
- Bilingual (English/Spanish).

**6.12 Graphic Artist (1.0 FTE)**

Under the direction of the DPH DCDIP Chief of Communications, the Graphic Artist will be responsible for the creation of the community settings initiative printed and online visual design including advertising, marketing, and communications. The Graphic Artist will have knowledge of video editing tools and will be well-versed in creating graphic design elements for grant-funded programs.

6.12.1 The duties of the Graphic Artist include, but are not limited to:

- a. Provide creative support in integrating brand and style guidelines in the obesity prevention efforts of DPH;
- b. Manage print projects from creative phase to development including coordination with print vendors through production;
- c. Create visual content for website and social media outreach;

LOS ANGELES COUNTY – DEPARTMENT OF PUBLIC HEALTH  
STATEMENT OF WORK  
EARLY CHILDHOOD OBESITY  
PREVENTIION INITIATIVE

- d. Provide graphic support for the Project including e-newsletters, brochures, research briefs and reports, promotional incentives, visual presentations and multimedia project; and
- e. Other duties as assigned by the DPH DCDIP Chief of Communications.

6.12.2 Minimum Qualifications

- A minimum of two (2) years graphic design, web design and marketing in the preparation and production of manual and graphic art presentations: experience should be in graphic art procedures, layout and lettering, artwork preparation, graphic design, illustration, spot illustration, advertising design, and typography; and
- Valid California driver's license, proof of vehicle insurance, and reliable transportation or ability to secure timely transportation for travel to a variety of sites throughout Los Angeles County.

6.12.3 Desirable Qualifications

- Ability to create high-quality original designs for print, web, and digital media;
- Fluent in current graphic design practices and software, such as Adobe Photoshop, Adobe Illustrator, Adobe InDesign and Adobe After Effects;
- Experience working in a public health, government agency or non-profit organization;
- Strong technical knowledge of how web-based technologies apply to web design such as HyperText Markup Language (HTML), Flash and Cascading Style Sheets (CSS) and WordPress;
- Team player with strong interpersonal skills and a commitment to relationship-building, both internally and externally;
- Superior communication, organization, and presentation skills;
- Ability to prioritize, organize, and coordinate work;
- Excellent oral and written communication skills; and
- Bilingual (English/Spanish).

**7.0 HOURS/DAYS OF WORK**

**7.1 Work shift for all temporary personnel**

- 7.1.1 All full time positions will be required to work 40 hours per week, unless a flexible work schedule (e.g.: 9/80) is approved by the County Program Director. The normal working schedule will be daytime (between 7 a.m.

**LOS ANGELES COUNTY – DEPARTMENT OF PUBLIC HEALTH  
STATEMENT OF WORK  
EARLY CHILDHOOD OBESITY  
PREVENTIION INITIATIVE**

and 7 p.m.), Monday through Friday. For select employees, there may be occasional evening and/or weekend hours. Staff scheduling will be adjusted to accommodate telecommuting, working off site, and flexible work schedules in order to meet program goals and objectives.

- 7.1.2 All schedules require the prior written authorization of the County Work Order Director/Program Office, or his/her designee.

**8.0 WORK LOCATION**

Services described herein shall be provided at 3530 Wilshire Blvd. Suite 800, Los Angeles, CA 90010; 695 Vermont Ave., Los Angeles, CA 90005; and 600 S. Commonwealth Ave., Los Angeles, CA 90005 and/or according to a written authorization to telecommute or remote working arrangement as needed.

COUNTY OF LOS ANGELES DEPARTMENT OF PUBLIC HEALTH  
STATEMENT OF WORK – GOALS AND OBJECTIVES

CONTRACTOR NAME: Public Health Foundation Enterprises, Inc.

MASTER AGREEMENT NUMBER: PH-001416      WORK ORDER NUMBER: W18

WORK ORDER SOLICITATION NUMBER: PH-001416-W18-3

TERM: July 1, 2016 – June 30, 2017

<b>CONTRACTOR'S RESPONSIBILITY: Identify, recruit, and hire temporary personnel and perform ongoing human resource functions.</b>			
<b>Objectives</b>	<b>Activities</b>	<b>Timeline (Activity Completed By)</b>	<b>Documentation/ Evaluation</b>
1A Contractor will continue to manage administrative functions and personnel procedures for staff associated with this work order.	<ul style="list-style-type: none"> <li>a. Contractor will submit updated personnel policies and procedures to DPH.</li> <li>b. Contractor will provide training regarding supervisory procedures, timekeeping, evaluation, disciplinary action, and other key components of supervising staff.</li> <li>c. Contractor will maintain and update employee files with all employment records and evaluations.</li> <li>d. Contractor will ensure annual evaluations for all staff are conducted by appropriate supervisor.</li> <li>e. Contractor will pay staff a minimum of twice a month and will provide a package of employee benefits including at a minimum, health and dental insurance coverage.</li> <li>f. Contractor will ensure out-of-town travel is pre-approved by both staff's supervisor and temporary personnel agency prior to submitting to DPH for reimbursement.</li> <li>g. Contractor will ensure mileage and parking reimbursement claim forms are reviewed and approved by applicable supervisor</li> <li>h. Contractor will provide vacation/holiday/sick time balances for each employee</li> <li>i. Contractor will invoice DPH 30 days in arrears for costs incurred related to the Work Order.</li> </ul>	<ul style="list-style-type: none"> <li>Ongoing through June 30, 2017</li> <li>Upon hire through June 30, 2017</li> <li>Upon hire through June 30, 2017</li> <li>12 months after date of hire for all staff and annually thereafter</li> <li>Ongoing through June 30, 2017</li> <li>Ongoing through June 30, 2017</li> <li>Ongoing through June 30, 2017</li> <li>Monthly</li> <li>Monthly</li> </ul>	<ul style="list-style-type: none"> <li>a. Letter(s) of DPH approval and related material will be kept on file.</li> <li>b. Contractor will maintain training records.</li> <li>c. Contractor will maintain all employee files.</li> <li>d. Contractor will maintain all annual evaluations in employee files.</li> <li>e. A monthly report of payments will be submitted with detailed invoice on a monthly basis 30 days in arrears.</li> <li>f. Contractor will submit out-of town travel requests to applicable supervisor and maintain documentation in employee files.</li> <li>g. Contractor will submit mileage and parking reimbursement claim forms to DPH on a monthly basis.</li> <li>h. Contractor will submit vacation/holiday/sick time balances to DPH on a monthly basis.</li> <li>i. Contractor invoices will be kept on file. Contractor will send hard copy and electronic PDF copy.</li> </ul>

COUNTY OF LOS ANGELES DEPARTMENT OF PUBLIC HEALTH  
STATEMENT OF WORK – GOALS AND OBJECTIVES

CONTRACTOR NAME: Public Health Foundation Enterprises, Inc.

MASTER AGREEMENT NUMBER: PH-001416      WORK ORDER NUMBER: W18

WORK ORDER SOLICITATION NUMBER: PH-001416-W18-3

TERM: July 1, 2016 – June 30, 2017

<b>CONTRACTOR'S RESPONSIBILITY: Identify, recruit, and hire temporary personnel and perform ongoing human resource functions.</b>			
<b>Objectives</b>	<b>Activities</b>	<b>Timeline (Activity Completed By)</b>	<b>Documentation/ Evaluation</b>
	<ul style="list-style-type: none"> <li>j. Contractor will comply with the annual requirements of the DPH administrative review.</li> <li>k. Contractor will submit a final invoice no later than 30 days after the end of the budget period.</li> </ul>	<p>Annually</p> <p>30 days after end of the budget period</p>	<ul style="list-style-type: none"> <li>j. Contractor responses will be maintained in e-records in PDF format by DPH.</li> <li>k. DPH Financial Services Division (FSD) will maintain record of invoicing.</li> </ul>
<p>1B Assist with monitoring and compliance with ECOPI Project grant reporting requirements.</p>	<ul style="list-style-type: none"> <li>a. Assist DPH staff in collecting data needed for the project, including quarterly fiscal and administrative data, expenditures, hiring, number of FTEs, hours worked, and recruitment progress.</li> </ul>	<p>Ongoing through June 30, 2017</p>	<ul style="list-style-type: none"> <li>a. Completed materials will be kept on file and results documented in reports to DPH.</li> </ul>

COUNTY OF LOS ANGELES DEPARTMENT OF PUBLIC HEALTH  
STATEMENT OF WORK – GOALS AND OBJECTIVES

CONTRACTOR NAME: Public Health Foundation Enterprises, Inc.

MASTER AGREEMENT NUMBER: PH-001416      WORK ORDER NUMBER: W18

WORK ORDER SOLICITATION NUMBER: PH-001416-W18-3

TERM: July 1, 2016 – June 30, 2017

Temporary Positions			
Objectives	Activities	Timeline (Activity Completed By)	Documentation/ Evaluation
<p>2. <b>Initiative Director, (1.0 FTE)</b></p> <p>Under the direction of the DPH DCDIP Chief of Communications Chief of Programs and Policy, the Initiative Director will be responsible for ensuring all activities related to ECOPI are implemented to achieve the overarching objectives. This position provides programmatic, fiscal, and contractual oversight of the \$41 million dollar First 5 LA grant, including providing vision, technical assistance, and service standards to complete the scope of work for all project arms.</p>	<ul style="list-style-type: none"> <li>a. Supervise Initiative staff including orientation, training, development, evaluation, reviewing work for thoroughness, and soundness of recommendations, and maintaining compliance with applicable standards, policies, procedures, and regulations;</li> <li>b. Oversee and monitor all subcontracts and consultant activities, including reviewing and approving activity reports and invoices;</li> <li>c. Direct the maintenance of a Steering Committee of key leaders to advise the Initiative;</li> <li>d. Supervise communications with the media and other organizations;</li> <li>e. Provide vision and oversight of project arms, including Choose Health LA Kids, Choose Health LA Moms, and Choose Health LA Child Care,</li> <li>f. Function as the primary contact to First 5 LA program officers and related staff;</li> <li>g. Ensure all programmatic and fiscal reporting documentation required by the County and First 5 LA is completed and submitted;</li> <li>h. Represent the Initiative at local, state, and national meetings to share best practices and offer local insight to improve initiative outcomes; and</li> <li>i. Other duties as assigned by the Chief of Programs and Policy.</li> </ul>	<p>Upon hire through June 30, 2017</p>	<p>Documented on monthly ECOPI statement of activities, interim progress reports, and performance evaluations.</p>

**COUNTY OF LOS ANGELES DEPARTMENT OF PUBLIC HEALTH  
STATEMENT OF WORK – GOALS AND OBJECTIVES**

CONTRACTOR NAME: Public Health Foundation Enterprises, Inc.

MASTER AGREEMENT NUMBER: PH-001416      WORK ORDER NUMBER: W18

WORK ORDER SOLICITATION NUMBER: PH-001416-W18-3

TERM: July 1, 2016 – June 30, 2017

<b>Temporary Positions</b>			
<b>Objectives</b>	<b>Activities</b>	<b>Timeline (Activity Completed By)</b>	<b>Documentation/ Evaluation</b>
<p><b>3. Project Director, (1.0 FTE)</b></p> <p>Under the direction of the Initiative Director, the Project Director will be responsible for ensuring all activities related to the Choose Health LA Kids arm of the Project are implemented to achieve the overarching objectives to complete the scope of work. This position provides programmatic, fiscal, and contractual oversight of the Choose Health LA Kids arm of the Project.</p>	<p>a. Supervise Project staff including orientation, training, development, evaluation, reviewing work for thoroughness, and soundness of recommendations, and maintaining compliance with applicable standards, policies, procedures, and regulations;</p> <p>b. Guide the nutrition and physical activity community education and outreach activities among the Project funded partners;</p> <p>c. Oversee and monitor all subcontracts and consultant activities, including the implementation of partners' scopes of work, and progress toward project goals, and reviewing and approving activity reports and invoices;</p> <p>d. Work with key programs within the division of DCDIP and other units in DPH to leverage and build upon existing efforts;</p> <p>e. Plan and convene key workshops, coalitions, and partnerships;</p> <p>f. Direct the establishment and maintenance of an Advisory Committee of key leaders to advise the Project;</p> <p>g. Supervise communications with the media and other organizations;</p> <p>h. Direct the preparation and submission of Project reports for First 5 LA and ensure all programmatic and fiscal reporting documentation required by the County and First 5 LA is completed and submitted;</p> <p>i. Represent the Project at local, state, and national meetings to share best practices and offer local insight to improve initiative outcomes; and</p> <p>j. Other duties as assigned by Initiative Director.</p>	<p>Upon hire through June 30, 2017.</p>	<p>Documented on monthly ECOPI statement of activities, interim progress reports, and performance evaluations.</p>

COUNTY OF LOS ANGELES DEPARTMENT OF PUBLIC HEALTH  
STATEMENT OF WORK – GOALS AND OBJECTIVES

CONTRACTOR NAME: Public Health Foundation Enterprises, Inc.

MASTER AGREEMENT NUMBER: PH-001416      WORK ORDER NUMBER: W18

WORK ORDER SOLICITATION NUMBER: PH-001416-W18-3

TERM: July 1, 2016 – June 30, 2017

Temporary Positions			
Objectives	Activities	Timeline (Activity Completed By)	Documentation/ Evaluation
<p><b>4. Assistant Project Director, (1.0 FTE)</b></p> <p>Under the direction of the Project Director, the Assistant Project Director will be responsible for assisting the Project Director by providing oversight and direction related to special projects under the community settings initiative.</p>	<ul style="list-style-type: none"> <li>a. Assist the Project Director substantially and effectively by providing oversight and direction related to special projects that support the community settings objectives, including areas of community involvement, outreach efforts, partnership development, and grant management;</li> <li>b. Supervise a subset of Project staff including orientation, training, development, evaluation, reviewing work for thoroughness, and soundness of recommendations, and maintaining compliance with applicable standards, policies, procedures, and regulations;</li> <li>c. Interact with community agencies, County, and SPA staff in the representation and development of strategic goals;</li> <li>d. Contribute to the preparation of reports, briefings, presentations, and responses on strategic issues, as appropriate;</li> <li>e. Participate with the Project Director and other senior staff in strategic planning, program development, and problem resolution of complex issues and needs;</li> <li>f. Attend high-level agency meetings, and attend and preside over other meetings as assigned by the Project Director;</li> <li>g. Collaborate, coordinate, and communicate with key programs within the DCDIP, other units in DPH, and other County departments (e.g. DCFS);</li> <li>h. Oversee special project on reducing marketing of unhealthy food and beverages to children, including development of commissioned reports, strategies for distribution, and efforts of funded partners working to adopt food policies in cities that increase access to healthy food and beverage options, etc.;</li> </ul>	<p>Upon hire through June 30, 2017</p>	<p>Documented on monthly ECOPI statement of activities, interim progress reports, and performance evaluations.</p>

**COUNTY OF LOS ANGELES DEPARTMENT OF PUBLIC HEALTH  
STATEMENT OF WORK – GOALS AND OBJECTIVES**

CONTRACTOR NAME: Public Health Foundation Enterprises, Inc.

MASTER AGREEMENT NUMBER: PH-001416

WORK ORDER NUMBER: W18

WORK ORDER SOLICITATION NUMBER: PH-001416-W18-3

TERM: July 1, 2016 – June 30, 2017

<b>Temporary Positions</b>			
<b>Objectives</b>	<b>Activities</b>	<b>Timeline (Activity Completed By)</b>	<b>Documentation/ Evaluation</b>
	<ul style="list-style-type: none"> <li>i. Assist in communicating findings from commissioned reports to policymakers, government officials, and community organizations.; and</li> <li>j. Other duties as assigned by Project Director.</li> </ul>		
<p><b>5. Program Analyst, (3.0 FTE)</b></p> <p>Under the direction of the Project Director, the Program Analyst will manage the subcontractors funded under the Project. The Program Analyst will be responsible for assisting in the management of various Project community settings initiative activities including completing monthly reports. These positions will serve as technical experts, management consultants, and liaisons to subcontractors working towards accomplishing Project programmatic goals. These positions will coordinate collaborative efforts with funded partners, including convening and facilitating meetings, developing and implementing action plans, ensuring that project milestones are met, and working with key programs within DCDIP and other units in DPH.</p>	<ul style="list-style-type: none"> <li>a. Help to guide the nutrition and physical activity community education and outreach activities among Project funded partners;</li> <li>b. Work with partners to develop and implement scopes of work, and ensure progress toward project goals (including dissemination of toolkits, conducting parent trainings, enrollment of grocery stores and restaurants, etc.);</li> <li>c. Coordinate and facilitate collaborative efforts among public, private, and non-profit groups and organizations to meet the needs of the Project;</li> <li>d. Assist staff in convening key workshops, coalitions and partnerships including the Steering Committee;</li> <li>e. Assess data needs and provide local health data to First 5 LA funded partners;</li> <li>f. Develop resources and provide technical assistance to enhance collaboration with partners;</li> <li>g. Work with partners to identify technical assistance needs and ensure that needs are met; and</li> <li>h. Conduct other duties as assigned by Initiative Director and Project Director.</li> </ul>	Upon hire through December 31, 2016	Documented on monthly ECOPI statement of activities, interim progress reports, and performance evaluations.
<p><b>6. Legal Policy Analyst, (1.0 FTE)</b></p> <p>Under the direction of the Assistant Project Director, the Legal Policy Analyst will be</p>	<ul style="list-style-type: none"> <li>a. Work with contractor to identify legal and policy strategies to reduce marketing of unhealthy foods and beverages;</li> <li>b. Direct the development of a commissioned report on these</li> </ul>	Upon hire through June 30, 2017	Documented on monthly ECOPI statement of activities, interim progress reports, and performance evaluations.

**COUNTY OF LOS ANGELES DEPARTMENT OF PUBLIC HEALTH  
STATEMENT OF WORK – GOALS AND OBJECTIVES**

CONTRACTOR NAME: Public Health Foundation Enterprises, Inc.

MASTER AGREEMENT NUMBER: PH-001416      WORK ORDER NUMBER: W18

WORK ORDER SOLICITATION NUMBER: PH-001416-W18-3

TERM: July 1, 2016 – June 30, 2017

<b>Temporary Positions</b>			
<b>Objectives</b>	<b>Activities</b>	<b>Timeline (Activity Completed By)</b>	<b>Documentation/ Evaluation</b>
responsible for providing guidance and implementation of efforts to decrease the promotion and marketing of unhealthy foods and beverages to children ages 0 to 5.	<p>strategies and outreach plan to policymakers, government officials, and community organizations;</p> <p>c. Oversee efforts of funded partners working to adopt food policies in cities that increase access to healthy food and beverage options;</p> <p>d. Provide guidance on development, implementation, administration, and evaluation of a voluntary public recognition program to encourage restaurants to adopt and promote healthful menu items; and.</p> <p>e. Other duties as assigned by Assistant Project Director.</p>		
<p><b>7. Health Educator, (3.0 FTE)</b></p> <p>Under the direction of the DPH MCAH Choose Health LA Moms Project Manager, the Health Educator will be responsible for outreach, implementation, and support of the program to reduce obesity among postpartum women. They will recruit and train community partners to promote and implement the program in their communities. Health Educators will work with staff to pilot the program with postpartum women and develop recommendations for improvement. They will develop resources for program participants, monitor and develop social media content, and coordinate activities with the other components of ECOPI/CHLA Moms.</p>	<p>a. Meet and contact public and private agencies, community organizations, businesses, women's support groups, hospitals, health plans, and professional medical groups that support postpartum women and their families to gain their commitment and support in promoting the CHLAMoms program;</p> <p>b. Implement the CHLAMoms program in the community by conducting presentations and trainings; disseminating educational and recruitment materials; and organizing and assisting with implementing outreach events at health fairs, community centers, and other venues;</p> <p>c. Provide expertise in health education methods at Comprehensive Perinatal Services Program (CPSP) trainings by presenting information on the CHLAMoms program and distributing educational and recruitment materials to CPSP staff for their clientele;</p> <p>d. Provide phone and email support to CHLAMoms participants to provide encouragement, technical support, solicit feedback for program improvement, and answer questions;</p>	Upon hire through June 30, 2017	Documented on monthly ECOPI statement of activities, interim progress reports, and performance evaluations.

COUNTY OF LOS ANGELES DEPARTMENT OF PUBLIC HEALTH  
STATEMENT OF WORK – GOALS AND OBJECTIVES

CONTRACTOR NAME: Public Health Foundation Enterprises, Inc.

MASTER AGREEMENT NUMBER: PH-001416      WORK ORDER NUMBER: W18

WORK ORDER SOLICITATION NUMBER: PH-001416-W18-3

TERM: July 1, 2016 – June 30, 2017

Temporary Positions			
Objectives	Activities	Timeline (Activity Completed By)	Documentation/ Evaluation
	<ul style="list-style-type: none"> <li>e. Support a six month pilot of the CHLAMoms curriculum by providing guidance and technical support to participants; evaluate the impact on participants' knowledge, attitudes, and behaviors using appropriate data collection methods such as focus groups, pre- and post-tests, and questionnaires; develop summary reports and communicate findings for program improvement to lead staff;</li> <li>f. Conduct Internet searches to update existing resource guide of community, web-based, and other resources that support postpartum weight management. Identify new resources within Los Angeles County Service Planning Areas (SPAs) on an on-going basis;</li> <li>g. Conduct professional literature reviews and prepare summaries;</li> <li>h. Update resource links on CHLAMoms web portal;</li> <li>i. Monitor and develop content for Facebook and Twitter accounts;</li> <li>j. Develop text messages that reinforce program messaging; and</li> <li>k. Other duties as assigned by MCAH Choose Health LA Moms Project Manager.</li> </ul>		
<p><b>8. Office Manager, (1.0 FTE)</b></p> <p>The Office Manager will be responsible for providing secretarial of support to the Initiative Director and supporting the administrative needs of the Project's community settings initiative, as well as other project components, as needed.</p>	<ul style="list-style-type: none"> <li>a. Perform general administrative duties such as scheduling and supporting events and preparing travel and mileage claims and purchasing requests;</li> <li>b. Assist with data collection and management and entry of surveys;</li> <li>c. Assist with preparation of materials, reports, and/or</li> </ul>	Upon hire through June 30, 2017	Documented on monthly ECOPI statement of activities, interim progress reports, and performance evaluations.

**COUNTY OF LOS ANGELES DEPARTMENT OF PUBLIC HEALTH  
STATEMENT OF WORK – GOALS AND OBJECTIVES**

CONTRACTOR NAME: Public Health Foundation Enterprises, Inc.

MASTER AGREEMENT NUMBER: PH-001416      WORK ORDER NUMBER: W18

WORK ORDER SOLICITATION NUMBER: PH-001416-W18-3

TERM: July 1, 2016 – June 30, 2017

<b>Temporary Positions</b>			
<b>Objectives</b>	<b>Activities</b>	<b>Timeline (Activity Completed By)</b>	<b>Documentation/ Evaluation</b>
This position is responsible for the day-to-day administrative operation of the project.	<p>presentations;</p> <p>d. Develop communications and disseminate information to community partners through a variety of communication channels including developing web-based communications and email updates and assisting in teleconference and in-person meetings;</p> <p>e. Maintain important records and demonstrate interpersonal communication, planning, and organizational skills;</p> <p>f. Streamline procedures and create effective administrative systems;</p> <p>g. Manage multiple project demands and deadlines; and</p> <p>h. Other duties as assigned by Initiative Director.</p>		
<p><b>9. Fiscal Analyst, (2.0 FTE)</b></p> <p>Under the direction of the DPH DCDIP Finance Manager, the Fiscal Analysts will provide a full range of administrative and fiscal support and independently analyze and make recommendations for the solution of highly complex management problems in the areas of organization, systems and procedures, and budget. These positions analyze and make recommendations to troubleshoot a variety of operational and administrative problems related to contractor invoicing and purchasing processes, especially protocols with significant consequences in terms of cost and efficiency.</p>	<p>a. Assist in developing guidelines, standards and procedures for the evaluation of the Project community setting's contracts and for fiscal and administrative processes for initiative;</p> <p>b. Participate in ongoing contract monitoring of all contracts and ensure that contractors are in compliance with contractual goals;</p> <p>c. Support yearly auditing of contracts to ensure that contractors have required policies and procedures in place;</p> <p>d. Assist in reviewing budgets and budget modifications, ensure that expenditures are tracked and invoices are paid, and maintain communication with DCDIP and DPH Finance Units;</p> <p>e. Help to prepares monthly and quarterly reports to funding</p>	Upon hire through June 30, 2017	Documented on monthly ECOPI statement of activities, interim progress reports, and performance evaluations.

COUNTY OF LOS ANGELES DEPARTMENT OF PUBLIC HEALTH  
STATEMENT OF WORK – GOALS AND OBJECTIVES

CONTRACTOR NAME: Public Health Foundation Enterprises, Inc.

MASTER AGREEMENT NUMBER: PH-001416      WORK ORDER NUMBER: W18

WORK ORDER SOLICITATION NUMBER: PH-001416-W18-3

TERM: July 1, 2016 – June 30, 2017

Temporary Positions			
Objectives	Activities	Timeline (Activity Completed By)	Documentation/ Evaluation
	agency (programmatic and fiscal); collect contractor data and prepare data spreadsheets; and summarize progress to date; and  f. Other duties as assigned by DPH DCDIP Finance Manager.		
<b>10. Research Analyst, (1.0 FTE)</b>  Under the direction of Initiative Director, the Research Analyst will be responsible for supporting the program evaluation activities under the Project's community setting initiative including the development of qualitative and quantitative instruments; conducting data collection, analysis, and logic modeling activities; and selecting achievable process and outcome measures.	a. Assist the evaluation team on the development and implementation of relevant study designs and projects, and support data collection efforts or activities for the Project;  b. Perform research and evaluation duties, including but not limited to data entry, cleaning, management, and analysis;  c. Provide support to evaluation studies of chronic disease, nutrition, and health conditions related to children ages 0-5;  d. Perform the management and tabulation of large datasets from MS Access databases for use in Statistical Analysis System (SAS) and ArcView Geographic Information System (GIS);  e. Help maintain inventory of computer equipment and software licenses;  f. Provide support to the preparation of scientific manuscripts, conference abstracts, and web-based reports documenting original program evaluation findings;  g. Contribute to grant development and project design in terms of literature search, data collection, power calculations, editing, tabulation, and data analysis;  h. Represent the CDIP at clinical meetings and educate community stakeholders, collaborators, and health professionals about epidemiologic trends and	Upon hire through June 30, 2017	Documented on monthly ECOPI statement of activities, interim progress reports, and performance evaluations.

COUNTY OF LOS ANGELES DEPARTMENT OF PUBLIC HEALTH  
STATEMENT OF WORK – GOALS AND OBJECTIVES

CONTRACTOR NAME: Public Health Foundation Enterprises, Inc.

MASTER AGREEMENT NUMBER: PH-001416      WORK ORDER NUMBER: W18

WORK ORDER SOLICITATION NUMBER: PH-001416-W18-3

TERM: July 1, 2016 – June 30, 2017

Temporary Positions			
Objectives	Activities	Timeline (Activity Completed By)	Documentation/ Evaluation
	research/evaluation resources related to First 5 LA subject matters;  i. Support efforts to gain visibility, leverage additional funding, replicate successful models, and support sustainability; and  j. Other duties as assigned by the Implementation Scientist.		
<b>11. Communications Coordinator, (1.0 FTE)</b>  Under the direction of the DPH DCDIP Chief of Communications, the Communications Coordinator will be responsible for overseeing the Project's media/communications scope of work that includes the day-to-day management of a media firm's scope of work and the monitoring of the grant communications deliverables for the Project.	a. Develop a strategic communications plan for grant deliverables, including a project management timeline;  b. Manage the day-to-day work product timelines and deliverables with the media firm;  c. Collaborate with First 5 LA, Los Angeles County, a media firm, and subcontracted agencies to develop, implement, and maintain a culturally-appropriate Countywide public education media;  d. Work closely with Division and Project management to respond to requests for information from the media regarding the Project;  e. Review and approve grant materials pertaining to branding;  f. Direct the dissemination of messages through traditional and non-traditional media channels, and contribute content to the Choose Health LA website and coordinating social media outlets;  g. Assemble, coordinate, and produce monthly e-newsletter for internal and external audiences;  h. Prepare regular reports on the progress of the grant communications deliverables for First 5 LA, DPH, and other partners;	Upon hire through June 30, 2017	Documented on monthly ECOPI statement of activities, interim progress reports, and performance evaluations.

COUNTY OF LOS ANGELES DEPARTMENT OF PUBLIC HEALTH  
STATEMENT OF WORK – GOALS AND OBJECTIVES

CONTRACTOR NAME: Public Health Foundation Enterprises, Inc.

MASTER AGREEMENT NUMBER: PH-001416      WORK ORDER NUMBER: W18

WORK ORDER SOLICITATION NUMBER: PH-001416-W18-3

TERM: July 1, 2016 – June 30, 2017

Temporary Positions			
Objectives	Activities	Timeline (Activity Completed By)	Documentation/ Evaluation
	<ul style="list-style-type: none"> <li>i. Evaluate the overall effectiveness of the grant’s media program efforts; and</li> <li>j. Other duties as assigned by the DPH DCDIP Chief of Communications.</li> </ul>		
<p><b>12. Communications Assistant, (1.0 FTE)</b></p> <p>The Communications Assistant will be responsible for supporting the grant communications objectives and supporting the Division Chief of Communications in the day-to-day oversight of grant print and graphics projects. Additionally, the Communications Assistant will manage social media and website updates in a timely manner to increase awareness of DPH’s obesity prevention efforts.</p>	<ul style="list-style-type: none"> <li>a. Support the development and implementation of a Countywide culturally-appropriate public education media campaign;</li> <li>b. Confer with Program Analysts to identify trends and key group interests and concerns affecting the 0-5 target population;</li> <li>c. Develop a social media calendar and website content to disseminate key project messages;</li> <li>d. Assemble and coordinate production of publications/marketing materials for internal and external audiences;</li> <li>e. Assist in the development of monthly e-newsletters content;</li> <li>f. Provide technical assistance on media and communications efforts to Project staff;</li> <li>g. Assist in preparing reports for First 5 LA, DPH, and other partners;</li> <li>h. Prepare and communicate updates and project findings to key stakeholders;</li> <li>i. Monitor media efforts (earned and paid media) and evaluate the effectiveness of social media tools utilized throughout the grant; and</li> </ul>	<p>Upon hire through June 30, 2017</p>	<p>Documented on monthly ECOPI statement of activities, interim progress reports, and performance evaluations.</p>

COUNTY OF LOS ANGELES DEPARTMENT OF PUBLIC HEALTH  
STATEMENT OF WORK – GOALS AND OBJECTIVES

CONTRACTOR NAME: Public Health Foundation Enterprises, Inc.

MASTER AGREEMENT NUMBER: PH-001416      WORK ORDER NUMBER: W18

WORK ORDER SOLICITATION NUMBER: PH-001416-W18-3

TERM: July 1, 2016 – June 30, 2017

Temporary Positions			
Objectives	Activities	Timeline (Activity Completed By)	Documentation/ Evaluation
	j. Other duties as assigned by the DPH DCDIP Chief of Communications.		
<p><b>13. Graphic Artist, (1.0 FTE)</b></p> <p>Under the direction of the DPH DCDIP Chief of Communications, the Graphic Artist will be responsible for the creation of the community settings initiative printed and online visual design including advertising, marketing, and communications. The Graphic Artist will have knowledge of video editing tools and will be well-versed in creating graphic design elements for grant-funded programs.</p>	<p>a. Provide creative support in integrating brand and style guidelines in the obesity prevention efforts of DPH;</p> <p>b. Manage print projects from creative phase to development including coordination with print vendors through production;</p> <p>c. Create visual content for website and social media outreach;</p> <p>d. Provide graphic support for the Project including e-newsletters, brochures, research briefs and reports, promotional incentives, visual presentations and multimedia project; and</p> <p>e. Other duties as assigned by the DPH DCDIP Chief of Communications.</p>	<p>Upon hire through June 30, 2017</p>	<p>Documented on monthly ECOPI statement of activities, interim progress reports, and performance evaluations.</p>

LINE ITEM BUDGET  
SUMMARY

ATTACHMENT C-III

Contractor Name: **Public Health Foundation Enterprises**  
 Project Title: **Early Childhood Obesity Prevention Initiative**  
 Period of Performance: **July 1, 2016 - June 30, 2017**  
 County Requesting Department: **DCDIP**  
 County Project Director: **Judith Robb**  
 County Work Order Director: **Genaro Sandoval**

<b>BUDGET SUMMARY</b> (Schedule of Projected Costs)	
COST CATEGORY	AMOUNT
Salaries	\$ 1,046,058
Employee Benefits	\$ 261,515
Travel, Mileage, Parking, and Out-of-Town Travel	\$ 10,855
Supplies	n/a
Consultant/Contractual	n/a
Other	n/a
Indirect Costs*	\$ 131,843
<b>TOTAL COST TO MEET THE REQUIREMENTS OF THE WORK</b>	<b>\$ 1,450,271</b>

\* Indirect Cost must not exceed 10% of total direct costs

**CERTIFICATION**

I certify that the following required costs (check boxes, as applicable) are included in this budget:

- 100% Basic Health and Dental Benefits
- Eleven (11) County-observed Holidays, at least ten (10) vacation days (accrued monthly), and twelve (12) sick days (accrued monthly) per year.

\_\_\_\_\_  
\*\*Contractor's Authorized Official Signature

\_\_\_\_\_  
Date

**NOTE: No E-signatures will be accepted**

\*\* Pursuant to Master Agreement, Paragraph 7.2 Contractor's Authorized Official(s). The authorized official must be the same person identified in Master Agreement, Exhibit B.

BUDGET JUSTIFICATION FOR SALARIES

ATTACHMENT C-III

Contractor Name: **Public Health Foundation Enterprises**  
 Project Title: **Early Childhood Obesity Prevention Initiative**  
 Period of Performance: **July 1, 2016 - June 30, 2017**

**PERSONNEL SERVICES FORM (FULL TIME)**

Title/Name (if position is vacant, indicate TBH and approx. date of hire)	Monthly Salary	FTE	# of Months	Proposed Cost
<b>Initiative Director</b>	\$ 8,429	1.00	12	\$ 101,148
<b>Position description:</b> Supervise Initiative staff including orientation, training, development, evaluation, reviewing work for thoroughness, and soundness of recommendations, and maintaining compliance with applicable standards, policies, procedures, and regulations. Oversee and monitor all subcontracts and consultant activities, including reviewing and approving activity reports and invoices. Direct the maintenance of a Steering Committee of key leaders to advise the Initiative. Supervise communications with the media and other organizations. Provide vision and oversight of project arms, including Choose Health LA Kids, Choose Health LA Moms, and Choose Health LA Child Care. Function as the primary contact to First 5 LA program officers and related staff. Ensure programmatic and fiscal reporting documentation required by the County and First 5 LA is				
<b>Project Director</b>	\$ 7,800	1.00	12	\$ 93,600
<b>Position description:</b> Supervise Project staff including orientation, training, development, evaluation, reviewing work for thoroughness, and soundness of recommendations, and maintaining compliance with applicable standards, policies, procedures, and regulations. Guide the nutrition and physical activity community education and outreach activities among the Project funded partners. Oversee and monitor all subcontracts and consultant activities, including the implementation of partners' scopes of work, and progress toward project goals, and reviewing and approving activity reports and invoices. Work with key programs within the division of DCDIP and other units in DPH to leverage and build upon existing efforts. Plan and convene key workshops, coalitions, and partnerships. Direct the establishment and maintenance of an Advisory Committee of key leaders to advise the Project. Supervise communications with the media and other organizations. Direct the preparation and submission of Project reports for First 5 LA and ensure all programmatic and fiscal reporting documentation required by the County and First 5 LA is completed and submitted. Represent the Project at local, state, and national meetings to share best practices and offer local insight to improve initiative outcomes and other duties as assigned by Initiative Director.				
<b>Assistant Project Director</b>	\$ 6,707	1.00	12	\$ 80,484
<b>Position description:</b> Assist the Project Director substantially and effectively by providing oversight and direction related to special projects that support the community settings objectives, including areas of community involvement, outreach efforts, partnership development, and grant management. Supervise a subset of Project staff including orientation, training, development, evaluation, reviewing work for thoroughness, and soundness of recommendations, and maintaining compliance with applicable standards, policies, procedures, and regulations. Interact with community agencies, County, and SPA staff in the representation and development of strategic goals. Contribute to the preparation of reports, briefings, presentations, and responses on strategic issues, as appropriate. Participate with the Project Director and other senior staff in strategic planning, program development, and problem resolution of complex issues and needs. Attend high level agency meetings, and attend and preside over other meetings as assigned by the Project Director. Collaborate, coordinate, and communicate with key programs within the DCDIP, other units in DPH, and other County departments (e.g. DCFS). Oversee special project on reducing marketing of unhealthy food and beverages to children, including development of commissioned reports, strategies for distribution, and efforts of funded partners working to adopt food policies in cities that increase access to healthy food and beverage options, etc. Assist in communicating findings from commissioned reports to policymakers, government officials, and community organizations and other duties as assigned by Project Director.				
<b>Program Analyst</b>	\$ 6,523	1.00	6	\$ 39,138
<b>Position description:</b> Help to guide the nutrition and physical activity community education and outreach activities among Project funded partners. Work with partners to develop and implement scopes of work, and ensure progress toward project goals (including dissemination of toolkits, conducting parent trainings, enrollment of grocery stores and restaurants, etc.). Coordinate and facilitate collaborative efforts among public, private, and non-profit groups and organizations to meet the needs of the Project. Assist staff in convening key workshops, coalitions and partnerships including the Steering Committee. Assess data needs and provide local health data to First 5 LA funded partners. Develop resources and provide technical assistance to enhance collaboration with partners. Work with partners to identify technical assistance needs and ensure that needs are met and conduct other duties as assigned by Initiative Director and Project Director.				
<b>Program Analyst</b>	\$ 6,523	1.00	6	\$ 39,138
<b>Position description:</b> Help to guide the nutrition and physical activity community education and outreach activities among Project funded partners. Work with partners to develop and implement scopes of work, and ensure progress toward project goals (including dissemination of toolkits, conducting parent trainings, enrollment of grocery stores and restaurants, etc.). Coordinate and facilitate collaborative efforts among public, private, and non-profit groups and organizations to meet the needs of the Project. Assist staff in convening key workshops, coalitions and partnerships including the Steering Committee. Assess data needs and provide local health data to First 5 LA funded partners. Develop resources and provide technical assistance to enhance collaboration with partners. Work with partners to identify technical assistance needs and ensure that needs are met and conduct other duties as assigned by Initiative Director and Project Director.				

BUDGET JUSTIFICATION FOR SALARIES

Title/Name (if position is vacant, indicate TBH and approx. date of hire)	Monthly Salary	FTE	# of Months	Proposed Cost
<b>Program Analyst</b>	\$ 6,523	1.00	6	\$ 39,138
<b>Position description:</b> Help to guide the nutrition and physical activity community education and outreach activities among Project funded partners. Work with partners to develop and implement scopes of work, and ensure progress toward project goals (including dissemination of toolkits, conducting parent trainings, enrollment of grocery stores and restaurants, etc.). Coordinate and facilitate collaborative efforts among public, private, and non-profit groups and organizations to meet the needs of the Project. Assist staff in convening key workshops, coalitions and partnerships including the Steering Committee. Assess data needs and provide local health data to First 5 LA funded partners. Develop resources and provide technical assistance to enhance collaboration with partners. Work with partners to identify technical assistance needs and ensure that needs are met and conduct other duties as assigned by Initiative Director and Project Director.				
<b>Legal Policy Analyst</b>	\$ 6,523	1.00	12	\$ 78,276
<b>Position description:</b> Work with contractor to identify legal and policy strategies to reduce marketing of unhealthy foods and beverages. Direct the development of a commissioned report on these strategies and outreach plan to policymakers, government officials, and community organizations. Oversee efforts of funded partners working to adopt food policies in cities that increase access to healthy food and beverage options. Provide guidance on development, implementation, administration, and evaluation of a voluntary public recognition program to encourage restaurants to adopt and promote healthful menu items and other duties as assigned by Assistant Project Director.				
<b>Health Educator</b>	\$ 4,656	1.00	12	\$ 55,872
<b>Position description:</b> Meet and contact public and private agencies, community organizations, businesses, women's support groups, hospitals, health plans, and professional medical groups that support postpartum women and their families to gain their commitment and support in promoting the LA MOMs program. Implement the LA MOMs program in the community by conducting presentations and trainings; disseminating educational and recruitment materials; and organizing and assisting with implementing outreach events at health fairs, community centers, and other venues. Provide expertise in health education methods at Comprehensive Perinatal Services Program (CPSP) trainings by presenting information on the LA MOMs program and distributing educational and recruitment materials to CPSP staff for their clientele. Provide phone and email support to LA MOMs participants to provide encouragement, technical support, solicit feedback for program improvement, and answer questions. Support a six month pilot of the LA MOMs curriculum by providing guidance and technical support to participants; evaluate the impact on participants' knowledge, attitudes, and behaviors using appropriate data collection methods such as focus groups, pre- and post-tests, and questionnaires; develop summary reports and communicate findings for program improvement to lead staff. Conduct Internet searches to update existing resource guide of community, web-based, and other resources that support postpartum weight management. Identify new resources within Los Angeles County Service Planning Areas (SPAs) on an on-going basis. Conduct professional literature reviews and prepare summaries. Update resource links on LA MOMs web portal. Monitor and develop content for Facebook and Twitter accounts. Develop text messages that reinforce program messaging and other duties as assigned by the MCAH Choose Health LA Moms Project Manager.				
<b>Health Educator</b>	\$ 4,656	1.00	12	\$ 55,872
<b>Position description:</b> Meet and contact public and private agencies, community organizations, businesses, women's support groups, hospitals, health plans, and professional medical groups that support postpartum women and their families to gain their commitment and support in promoting the LA MOMs program. Implement the LA MOMs program in the community by conducting presentations and trainings; disseminating educational and recruitment materials; and organizing and assisting with implementing outreach events at health fairs, community centers, and other venues. Provide expertise in health education methods at Comprehensive Perinatal Services Program (CPSP) trainings by presenting information on the LA MOMs program and distributing educational and recruitment materials to CPSP staff for their clientele. Provide phone and email support to LA MOMs participants to provide encouragement, technical support, solicit feedback for program improvement, and answer questions. Support a six month pilot of the LA MOMs curriculum by providing guidance and technical support to participants; evaluate the impact on participants' knowledge, attitudes, and behaviors using appropriate data collection methods such as focus groups, pre- and post-tests, and questionnaires; develop summary reports and communicate findings for program improvement to lead staff. Conduct Internet searches to update existing resource guide of community, web-based, and other resources that support postpartum weight management. Identify new resources within Los Angeles County Service Planning Areas (SPAs) on an on-going basis. Conduct professional literature reviews and prepare summaries. Update resource links on LA MOMs web portal. Monitor and develop content for Facebook and Twitter accounts. Develop text messages that reinforce program messaging and other duties as assigned by the MCAH Choose Health LA Moms Project Manager.				

BUDGET JUSTIFICATION FOR SALARIES

Title/Name (if position is vacant, indicate TBH and approx. date of hire)	Monthly Salary	FTE	# of Months	Proposed Cost
<b>Health Educator</b>	\$ 4,656	1.00	12	\$ 55,872
<p><b>Position description:</b> Meet and contact public and private agencies, community organizations, businesses, women's support groups, hospitals, health plans, and professional medical groups that support postpartum women and their families to gain their commitment and support in promoting the LA MOMs program. Implement the LA MOMs program in the community by conducting presentations and trainings; disseminating educational and recruitment materials; and organizing and assisting with implementing outreach events at health fairs, community centers, and other venues. Provide expertise in health education methods at Comprehensive Perinatal Services Program (CPSP) trainings by presenting information on the LA MOMs program and distributing educational and recruitment materials to CPSP staff for their clientele. Provide phone and email support to LA MOMs participants to provide encouragement, technical support, solicit feedback for program improvement, and answer questions. Support a six month pilot of the LA MOMs curriculum by providing guidance and technical support to participants; evaluate the impact on participants' knowledge, attitudes, and behaviors using appropriate data collection methods such as focus groups, pre- and post-tests, and questionnaires; develop summary reports and communicate findings for program improvement to lead staff. Conduct Internet searches to update existing resource guide of community, web-based, and other resources that support postpartum weight management. Identify new resources within Los Angeles County Service Planning Areas (SPAs) on an on-going basis. Conduct professional literature reviews and prepare summaries. Update resource links on LA MOMs web portal. Monitor and develop content for Facebook and Twitter accounts. Develop text messages that reinforce program messaging and other duties as assigned by the MCAH Choose Health LA Moms Project Manager.</p>				
<b>Office Manager</b>	\$ 4,292	1.00	12	\$ 51,504
<p><b>Position description:</b> Perform general administrative duties such as scheduling and supporting events and preparing travel and mileage claims and purchasing requests. Assist with data collection and management and entry of surveys. Assist with preparation of materials, reports, and/or presentations. Develop communications and disseminate information to community partners through a variety of communication channels including developing web-based communications and email updates and assisting in teleconference and in-person meetings. Maintain important records and demonstrate interpersonal communication, planning, and organizational skills. Streamline procedures and create effective administrative systems. Manage multiple project demands and deadlines and other duties as assigned by Initiative Director.</p>				
<b>Fiscal Analyst</b>	\$ 4,532	1.00	12	\$ 54,384
<p><b>Position description:</b> Assist in developing guidelines, standards and procedures for the evaluation of the Project community setting's contracts and for fiscal and administrative processes for Initiative. Participate in ongoing contract monitoring of all contracts and ensure that contractors are in compliance with contractual goals. Support yearly auditing of contracts to ensure that contractors have required policies and procedures in place. Assist in reviewing budgets and budget modifications, ensure that expenditures are tracked and invoices are paid and maintain communication with DCDIP and DPH Finance Units. Help to prepares monthly and quarterly reports to funding agency (programmatic and fiscal); collect contractor data and prepare data spreadsheets: and summarize progress to date and other duties as assigned by DPH DCDIP Finance Manager.</p>				
<b>Fiscal Analyst</b>	\$ 4,532	1.00	12	\$ 54,384
<p><b>Position description:</b> Assist in developing guidelines, standards and procedures for the evaluation of the Project community setting's contracts and for fiscal and administrative processes for Initiative. Participate in ongoing contract monitoring of all contracts and ensure that contractors are in compliance with contractual goals. Support yearly auditing of contracts to ensure that contractors have required policies and procedures in place. Assist in reviewing budgets and budget modifications, ensure that expenditures are tracked and invoices are paid and maintain communication with DCDIP and DPH Finance Units. Help to prepares monthly and quarterly reports to funding agency (programmatic and fiscal); collect contractor data and prepare data spreadsheets: and summarize progress to date and other duties as assigned by DPH DCDIP Finance Manager.</p>				
<b>Research Analyst</b>	\$ 5,000	1.00	12	\$ 60,000
<p><b>Position description:</b> Assist the evaluation team on the development and implementation of relevant study designs and projects, and support data collection efforts or activities for the Project. Perform research and evaluation duties, including but not limited to data entry, cleaning, management, and analysis. Provide support to evaluation studies of chronic disease, nutrition, and health conditions related to children ages 0-5. Perform the management and tabulation of large datasets from MS Access databases for use in Statistical Analysis System (SAS) and ArcView Geographic Information System (GIS). Help maintain inventory of computer equipment and software licenses. Provide support to the preparation of scientific manuscripts, conference abstracts, and web-based reports documenting original program evaluation findings. Contribute to grant development and project design in terms of literature search, data collection, power calculations, editing, tabulation, and data analysis. Represent the CDIP at clinical meetings and educate community stakeholders, collaborators, and health professionals about epidemiologic trends and research/evaluation resources related to First 5 LA subject matters. Support efforts to gain visibility, leverage additional funding, replicate successful models, and support sustainability and other duties as assigned by the Implementation Scientist.</p>				

BUDGET JUSTIFICATION FOR SALARIES

Title/Name <small>(if position is vacant, indicate TBH and approx. date of hire)</small>	Monthly Salary	FTE	# of Months	Proposed Cost
<b>Communications Coordinator</b>	\$ 5,915	1.00	12	\$ 70,980
<b>Position description:</b> Develop a strategic communications plan for grant deliverables, including a project management timeline. Manage the day-to-day work product timelines and deliverables with the media firm. Collaborate with First 5 LA, Los Angeles County, a media firm, and subcontracted agencies to develop, implement, and maintain a culturally- appropriate Countywide public education media. Work closely with Division and Project management to respond to requests for information from the media regarding the Project. Review and approve grant materials pertaining to branding. Direct the dissemination of messages through traditional and non- traditional media channels, and contribute content to the Choose Health LA website and coordinating social media outlets. Assemble, coordinate, and produce monthly e-newsletter for internal and external audiences. Prepare regular reports on the progress of the grant communications deliverables for First 5 LA, DPH, and other partners_ Evaluate the overall effectiveness of the grant's media program efforts and other duties as assigned by the DPH DCDIP Chief of Communications				
<b>Communications Assistant</b>	\$ 4,761	1.00	12	\$ 57,132
<b>Position description:</b> Support the development and implementation of a Countywide culturally- appropriate public education media campaign. Confer with Program Analysts to identify trends and key group interests and concerns affecting the 0-5 target population. Develop a social media calendar and website content to disseminate key project messages. Assemble and coordinate production of publications/marketing materials for internal and external audiences. Assisi in the development of monthly e-newsletters content Provide technical assistance on media and communications efforts to Project staff_ Assist in preparing reports for First 5 LA, DPH, and other partners_ Prepare and communicate updates and project findings to key stakeholders. Monitor media efforts (earned and paid media) and evaluate the effectiveness of social media tools utilized throughout the grant and other duties as assigned by the DPH DCDIP Chief of Communications.				
<b>Graphic Artist</b>	\$ 4,928	5.00	12	\$ 59,136
<b>Position description:</b> Provide creative support in integrating brand and style guidelines In the obesity prevention efforts of DPH. Manage print projects from creative phase to development including coordination with print vendors through production. Create visual content for website and social media outreach_ Provide graphic support for the Project including e- newsletters, brochures, research briefs and reports, promotional incentives, visual presentations and multimedia project and other duties as assigned by the DPH DCDIP Chief of Communications.				

Salary Subtotal		\$ 1,046,058
Employee Benefits (enter percentage)	<input type="text" value="25.00%"/> (enter percentage)	\$ 261,515
Total Personnel Costs - Full Time		\$ 1,307,573

\*\* Salary savings due to anticipated vacancy for 3 months

BUDGET JUSTIFICATION FOR EMPLOYEE BENEFITS

ATTACHMENT C-III

Contractor Name: Public Health Foundation Enterprise  
 Project Title: Early Childhood Obesity Prevention Initiative  
 Period of Performance: July 1, 2016 - June 30, 2017

PERSONNEL SERVICES	
BUDGET CATEGORY - EMPLOYEE BENEFITS - FULL TIME	
COMPONENT	PERCENTAGE
F.I.C.A.	7.65%
Health and Dental Insurance	8.49%
Unemployment Insurance	0.68%
Disability Insurance	0.11%
Life Insurance	0.01%
Workers Compensation	3.00%
Pension/Retirement	5.00%
Other (itemize) Employee Training Tax:	0.02%
Employee Assistant Program	0.04%
TOTAL*	<u>25.00%</u>

*If your agency has multiple rates, include a separate page for each rate and an explanation as to when each rate is used.*

\*Must be within the range of 25 - 27% of salary costs.

BUDGET JUSTIFICATION FOR TRAVEL

ATTACHMENT C-III

Contractor Name: **Public Health Foundation Enterprises**  
 Project Title: **Early Childhood Obesity Prevention Initiative**  
 Period of Performance: **July 1, 2016 - June 30, 2017**

BUDGET CATEGORY- TRAVEL	(A) Proposed Cost
<p>Item: Mileage and Parking                      Methodology Used:                      Mileage: Reimbursement cannot exceed County's reimbursement rate of \$0.51 per mile.                      Term C-III: July 1, 2016-June 30, 2017 in an amount not to exceed \$3,500.</p> <p>Parking: Parking allowance should not exceed the following amounts.                      Term C-III: July 1, 2016-June 30, 2017 in an amount not to exceed \$728.</p>	<div style="background-color: #cccccc; height: 150px; width: 100%;"></div> <div style="text-align: right; padding-right: 10px;">\$ 4,228</div>
<p>Item: Out of Town Travel</p> <p>Methodology Used:                      The out-of-town funds are required for program staff to attend mandatory meetings, conferences, and trainings to support all program objectives for various staff. The allowance should not exceed the following amounts for the identified term.                      Term C-III: July 1, 2016-June 30, 2017 in an amount not to exceed \$6627.</p>	<div style="background-color: #cccccc; height: 150px; width: 100%;"></div> <div style="text-align: right; padding-right: 10px;">\$ 6,627</div>
<p>Total Travel Requested</p>	<div style="border: 2px solid black; padding: 5px; display: inline-block;">                     \$ 10,855                 </div>